

Message Text

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53

ACTION EB-07

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 CIAE-00

INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01

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R 131050Z AUG 75

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 5377

INFO USDOC WASHDC

AMEMBASSY BEIRUT

AMEMBASSY COPENHAGEN

AMCONSUL FRANKFURT

AMEMBASSY HELSINKI

AMEMBASSY LONDON

AMEMBASSY MEXICO

AMCONSUL MILAN

AMEMBASSY MOSCOW

AMEMBASSY OSLO

AMEMBASSY PARIS

AMEMBASSY SEOUL

AMEMBASSY SINGAPORE

RUEHBCXXAMCONSUL SYDNEY 16

AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS STOCKHOLM 3977

DEPARTMENT PASS USIA

COMMERCE FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: TRADE CENTER PARTICIPATION IN US BICENTENNIAL

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REF: STATE 184411

1. US TRADE CENTER FOR SCANDINAVIA DELIGHTED TO RECEIVE DEPARTMENTS MESSAGE AND FULLY SUPPORTS PROGRAM INITIATIVES AND PLANNING DESCRIBED THEREIN.

2. IN INITIAL DIALOG THIS POST WITH NEWLY ARRIVED USIS-PAO, TRADE CENTER HAS ALREADY REVIEWED FULL RANGE OF ITEMS COVERED REFTEL. IN ADDITION, EMBASSY CONVENING NORDIC COMMERCIAL ATTACHE (CA) CONFERENCE AT US TRADE CENTER AUGUST 29 WHICH IS FULLY FUNDED BY PARTICIPATING POSTS UNDER THEIR RESPECTIVE COUNTRY COMMERCIAL PROGRAMS (CCP). WE PLAN PLACE DEPARTMENT'S OUTLINE ON OUR AGENDA AND, AS IN CASE OUR FY '75 NORDIC CA CONFERENCE IN SEPTEMBER 1974, WOULD BE PLEASED TO MAKE ROOM FOR STATE EB/CA; USIA OR BIC/OIM REPRESENTATIVES WHO COULD ADD WASHINGTON PERSPECTIVE TO OUR PLANNING FOR THIS IMPORTANT PROGRAM. FOR INFO NORDIC CAS, WE HAVE REQUESTED THAT DEPARTMENT'S MESSAGE REFTEL BE REPEATED TO THEIR POSTS FOR INFORMATION PLANNING PURPOSES. AS DEPARTMENT AWARE, US AMBASSADORS TO NORDIC COUNTRIES CONVENED IN STOCKHOLM IN MAY AND WERE BRIEFED ON TRADE CENTER PROGRAMS WHICH THEY FULLY SUPPORT IN THEIR RESPECTIVE CCPS.

3. DEPARTMENT SUGGESTIONS (3) (A) THROUGH (F) REFTEL GREATLY APPRECIATED AND ALREADY UNDER REVIEW/PLANNING HERE. OUR FURTHER COMMENTS: SUGGESTIONS WILL BE SUBJECT SEPARATE MESSAGE FOLLOWING OUR NORDIC CAS CONFERENCE. MEANWHILE, WE HAVE FOLLOWING SUGGESTIONS/COMMENTS REGARDING ITEMS (4) AND (5): A) WE WILL REPORT ON RESULTS OUR DIALOG WITH USIS PAO ON LOCAL HISTORICAL TIE AND SCHEDULED PROMOTION WITH WHICH IT MAY BE FEATURED. ON SUCH IS SUGGESTED DISPLAY OF AMERICAN BANKING HISTORY (IN COOPERATION WITH FRANKLIN MINT) WHICH EMBASSY ECONOMIC SECTION HAS HAD UNDER REVIEW WITH USIS FOR SOME TIME. ANOTHER IS THE POSSIBILITY OF COOPERATIVE EFFORT WITH USIS IN GOTHENBURG WORLD TRADE CENTER (GWTC) WHICH HAS PROFFERED SPACE FREE OF CHARGE FOR EVENT DURING BICENTENNIAL. THESE AND OTHERS WILL BE FULLY EXPLORED AND SUBJECT OF LATER REPORT. B) TRADE CENTER HAS BEEN IN CONTINUING DIALOG WITH US CARRIERS AND COOPERATING IATA-APPROVED TRAVEL AGENCIES SINCE 1972 AND WILL CONVENE EARLY ADDITIONAL MEETING WITH UNCLASSIFIED

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THEM TO FOCUS ON THIS ASPECT BICENTENNIAL PROGRAMS. C) WE SUGGEST THAT US INDIVIDUAL STATE REPRESENTATIVES IN EUROPE BE BROUGHT INTO THIS PROGRAM EARLY. THIS TRADE CENTER AND EMBASSY'S COMMERCIAL SECTION HAS BEEN IN REGULAR AND CONTINUING CORRESPONDENCE WITH THEIR REPRESENTATIVES IN EUROPE IN CONNECTION WITH "INVEST IN USA" PROGRAMS, OUR TOP PROGRAMS, AND OUR PROCUREMENT PROGRAMS FOR PARTICIPATION BY EXPORTERS IN THEIR RESPECTIVE AREAS IN OUR EVENTS

INCLUDING BSP PROGRAMS. WE SHALL EXPAND OUR EFFORTS IN THIS REGARD TO INCLUDE INVITATIONS TO THE SENIOR STATE REPS TO HAVE STATE BOOTHS IN OUR STC EVENTS THROUGH FYS '76 AND '77 AND TO HAVE ASSOCIATED PROGRAMS FEATURING BICENTENNIAL RELATED TRADE EVENTS FEATURING FOREIGN BUYERS PROGRAM ACTIVITIES AND/OR CULTURALLY RELATED PROGRAMS FEATURING "TRAVEL USA".

ACTION REQUESTED: PLEASE ADVISE WHETHER OR NOT IT MAY BE POSSIBLE SCHEDULE REPRESENTATIVE FROM WASHINGTON AGENCIES/ OFFICES CONCERNED IN OUR AUGUST 29 NORDIC CA CONFERENCE.
HIRABAYASHI

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